

# STATIONERY TO BOOST FOR FAIR

Trade Mark of the Exposition Company Will Flood the Mails  
Citizens Agree to Use Stamped Envelopes and Paper Exclusively

Following closely upon the heels of the descriptive pamphlets which are being spread throughout the country advertising the advantages of San Francisco, the merchants of this city will begin immediately using on all their stationery and envelopes the temporary trade mark of the Panama-Pacific international exposition company. This trade mark, in the form of a seal, bears the words, "Panama-Pacific International Exposition Company, San Francisco, California, 1915." Below are the words, "Get your congressman to vote for San Francisco—1915."

Within a short time it is expected to have every business letter and every envelope leaving this city for the east or middle west bearing at the head of the letter the words, "Panama-Pacific International Exposition Company, San Francisco, California, 1915." The publicity committee of the exposition company is of the belief that it will prove a strong advertisement, for every big business house in the world will have daily impressed upon its executive officers the fact that San Francisco is conducting a fight for Federal recognition of its claims that can not fail to win.

**ELECTROTYPE FREE**  
Hundreds of electrotypes have been made and are being distributed to the merchants and their printers so that no preparatory work will attach to their immediate use. All of the mercantile firms in the city are being sent the following letter:

Gentlemen: We have this day notified the printers and lithographers of this city that they will be furnished, without cost, electrotypes representing the reproduction of the temporary trade mark of the Panama-Pacific international exposition company.

**AMUSEMENTS**  
**Cupheum**  
D'ARRELL and STOCKTON & POWELL  
MATINEE TODAY AND EVERY DAY  
ARTISTIC VAUDEVILLE  
Evening Last and MARY RICHFIELD, in "Mag Haggerty's Visit"; MR. and MRS. JACK MCGREEVEY, Last Week, THE FOUR CITIZENS; HARRY ATSONSON, NEW ORPHEUM MOTION PICTURES; CLIFFORD and BURKE.  
Evening prices, 10c, 25c, 50c, 75c; Box Seats, \$1. Matinee Prices (except Sundays and Holidays), 10c, 25c, 50c.  
PHONES—DOUGLAS 70, HOME C-1570.

**PRINCESS THEATRE**  
WEST GILD  
S. LOVERICH, MANAGER  
21st St. Near Fillmore—Class A Theatre.  
2d Big Week—Last Time Sat. Night  
L. R. Stockwell Presents Beautiful  
**MIZPAH**  
COMMENCING SUNDAY MATINEE, AUG. 7  
FERRIS HARTMAN  
And His Big Company in Richard Carle's Greatest Musical Comedy Success.  
**MARY'S LAMB**  
Night Prices—25c, 50c and 75c.  
Sat. and Sun. Mat. Prices—25c and 50c.

**ALCAZAR** Sutter and Steiner  
Phone West 1400.  
Home Phone S-4242  
BELASCO & MAYER, Owners and Managers.  
LAST THREE NIGHTS LAST THREE NIGHTS  
MATINEE TOMORROW AND SUNDAY  
**Jas. K. HACKETT**  
at His Play of Chivalry.  
**DON CAESAR'S RETURN**  
A New Treatment of a Famous Stage Character, by Victor Massey.  
PRICES—Night, 25c to \$1; Mat., 25c to 50c.  
Seats for Sale at Box Office and Emporium.  
NEXT WEEK—MR. HACKETT in Another Hit, "JOHN GLAYDES' HONOUR"

**Columbia** Geary & Mason  
Franklin 120 Home C-5783  
THIS AND NEXT WEEK  
NIGHTLY, INCLUDING SUNDAY  
MATINEES WEDNESDAY AND SATURDAY.  
Frederic Thompson presents  
Porter Emerson Brown's  
LATEST DRAMATIC SENSATION  
**THE SPENDTHRIFT**  
With DORIS MITCHELL.  
Prices (Evenings and Sat. Mat.)—Lower Box, \$1.50 and \$2; First Balcony, \$1 and 75c; Second Balcony, 50c and 25c; West, Mat., \$1, 50c, 25c. Donating—"Seven Days," a Real Laugh Provoker.

**DORA** OAKLAND PARK KEYSTONE  
GRAND OPERA COMPANY—TONIGHT IN  
"TROVATORE"  
Battalo, Berlicio Holmes, Camuana and Francini will sing tonight. Reserved Seats—25c, 50c, 75c and \$1.00. Tickets at Sherman, Clay & Co.'s, 14th and Clay sts., Oakland, or at the park.  
**The NAVASSARS** LADIES' BAND  
Fifty girl soloists beautifully uniformed. Free open air band concerts afternoons and evenings. From S. F. take Key Route ferry direct to park in 15 minutes.  
TELEGRAPH at 56TH, OAKLAND.

**LURLINE** BUSH AND LARKIN STREETS  
OCEAN WATER BATHS  
Swimming and Tub Baths  
Salt water direct from the ocean. Open every day and evening, including Sundays and holidays, from 9 a. m. to 10 p. m. Spectacular gallery etc.  
Nathaniel reserved Tuesday and Friday mornings from 9 o'clock to noon for women only.  
"Filtered Ocean Water Plunge"  
Comfortably heated. PORCELAIN TUBS, with hot, cold, salt and fresh water. Each room fitted with hot and cold salt and fresh shower.  
Branch Tub Baths, 2151 Geary st. near Decades.

## Exposition Trade Mark Which Will Be Widely Used



tremendous amount of good will result. We therefore ask that you instruct your printer to use this trade mark whenever and wherever you think it will do the most good. If your printer has been overlooked and does not have the electro send to room 1023, Merchants' Exchange building, and we will be very glad to furnish it free.

**BIG DEMAND FOR TYPES**  
There was a constant demand at the exposition headquarters yesterday for these electrotypes. Some firms have been following the same plan at their own expense for months, as is witnessed by the following letter from the A. Levy & J. Zentner Co.:

We beg to acknowledge receipt of your letter and to cut for letter heads and envelopes. Please note our letter head, as well as the envelope, that we have been advertising the exposition at our own expense for a number of months and expect to continue to do so. We are also having the imprint placed on our billheads and other stationery as fast as new stock is required.

**Portland Pledges Support**  
In a dispatch to The Call last night Robert Newton Lynch, vice president of the California Development Board, who is at present in Portland, stated that he had received the appended letter from H. Beckwith, president of the Portland Commercial Club.

The letter deals with the statistics of the Pacific surety company, which erroneously set forth the amount of deposits, capital and loans of Portland banking institutions. These figures, promulgated in San Francisco, were copied by Portland papers and immediately came to the attention of the Portland Commercial Club.

In his letter President Beckwith assures Lynch that Portland is a staunch friend of San Francisco and will on no account change that attitude. The letter follows:  
Dear Mr. Lynch: Referring to use made of the newspaper article showing incorrect quotations of Pacific coast statistics at Portland's expense, we beg to assure you that the officers and committee of the Portland Commercial Club, the membership of the club, the population of Portland and the people of Portland, are earnestly and enthusiastically in favor of the selection of San Francisco as the site of the Panama Pacific Exposition.

No matter how erroneous the statistics referred to may be, and no matter what any private citizen or committee of citizens, tending to reflect on Portland, Portland's support will not in any way be diminished.  
We do ask correction of the statistics. The capital of Portland banks is \$6,500,000, instead of \$4,000,000.  
Deposits are \$96,117,000, instead of \$56,828,000.  
Loans are \$37,000,000, instead of \$24,000,000.  
Our best information as to the 1910 census indicates 222,000 population inside the city limits and 264,000 inside the 5-cent fare limits, thus making Portland the third city on the Pacific coast inside the 5-cent fare limit, instead of having only 170,000 population as the objectionable statistics state.

While we appreciate this correction, we do not regard it as vital or important, but we do want you to know that we are with you and want to add you in every way we can in your campaign for the Panama-Pacific Exposition.  
**PORTLAND COMMERCIAL CLUB.**  
H. BECKWITH, President.

## ABANDONMENT LAW MAY BE ENFORCED IN FUTURE

**Effort Being Made to Reduce Cost of Supporting**  
Considerable complaint having been made by the board of supervisors in regard to the annual cost of dependent children placed in institutions by order of the court, the secretary of the California Society for the Prevention of Cruelty to Children will take steps in the cases of a number of children now in institutions to have the court enforce the law concerning abandonment.

Many children have been judicially taken from parents on account of the intemperance or immorality of the parents with the understanding that they should pay \$11 a month for each child, but in many instances the parents have not contributed a cent. In such cases the court will be asked to declare the children which have not been provided for by parents for one year as "abandoned," and when that is done such children, under the law, will be absolutely taken from the parents and may be ordered to court be placed in homes in which they will be properly cared for and educated.

If this is done it will lessen the cost to the city considerably.  
**SEAMAN HAS TROUBLE WITH BARBER'S POLE**  
Swings Round and Round and Falls Through Window  
Patrick Cunningham, boatswain's mate on the steamer John D. Peters, lives at 15 Washington street, but he got away from his bearings early yesterday morning and the whisky sample in Third street saloons made him tack on his course homeward. In front of the barber shop of Frank Young, 148 Third street, his eyes fell upon a striped glass pole and he grabbed hold of it to steady himself. He swung round and round till he lost his hold and went through the window of the shop. Policemen Jurgens saw the whole proceedings and arrested Cunningham for malicious mischief. Yesterday Jurgens told the judge how it happened and that Cunningham was not to blame. As Cunningham promised to pay \$15 for the broken window the case was dismissed.

## CITY TREASURER ON WITNESS STAND

McDougal Testifies Cash and Books Were Turned Over to Bantel Intact

City Treasurer John E. McDougal testified in Judge Seawell's court yesterday in the suit brought by the state against former Treasurer Charles A. Bantel for the recovery of \$14,162, representing tax money that disappeared during the latter's incumbency. McDougal said that when Bantel succeeded him in January, 1906, he accounted to Bantel for every dollar of cash in the treasury, and that the amount handed over agreed absolutely with the total in the treasury books and the auditor's books. Bantel gave him a receipt for the money. McDougal said, but the document was destroyed in the big fire. Benning Worth, book keeper in the auditor's office, who was present at the counting of the cash, testified in corroboration of McDougal.

H. R. Roberts, the expert accountant who was employed by the board of supervisors on the city's books for eight months ending January, 1909, testified that he found that the county clerk's special fund in the treasury had been fastidiously to the extent of \$46,500. Of this sum \$46,000 was removed in April, 1906, and the remainder in three amounts in the latter part of 1907. The object of this testimony was to show that the shortage was created in Bantel's administration.

It developed yesterday that the defense is that as the money that the defense is that as the money that appeared was not segregated, but mingled with other cash, the state can not prove that the tax money was taken, but that it might have been money belonging to somebody else. Deputy Attorney General Benjamin replied that the law enjoined upon the treasurer to put all the money into one fund. The trial will be resumed next Tuesday.

## BOARD APPROVES PLANS OF SCHOOL PLAYGROUNDS

The board of education has approved plans for the yards at the Ocean View, Bay View and New schools. These will be laid out to provide plenty of room for the pupils to play in.

## LABOR ARBITRATION BOARD ORGANIZES

Representatives of Workers and Employers Will Settle All Future Disputes

The conciliation board organized for the purpose of settling by arbitration all future local disputes between labor and capital, held its first meeting at the chamber of commerce yesterday afternoon and organized temporarily. The board is composed of 12 men appointed by the San Francisco labor council and 12 appointed by the president of the chamber of commerce.

President William Gerstle of the chamber of commerce was chosen temporary chairman and Mayor McCarthy temporary vice-chairman. Andrew J. Gallagher and C. W. Burks, secretary of the chamber of commerce, were selected as temporary secretaries. The board will be composed of the following 24 men of whom the first 11 are representatives of the employers. Another name will be added to the list by President Gerstle: William Gerstle, William Matson, W. M. Alexander, Harris Weinstein, C. K. McIntosh, Albert Meyer, Edward Christensen, Joseph Martin, Wellington Gregg Jr., Charles M. Elliott, James B. Smith, Mayor D. H. McCarthy, W. Wagner, C. W. Radebold, J. A. Kelley, R. I. Wisler, Walter MacArthur, Andrew J. Gallagher, B. B. Rosenthal, W. R. Haggerty, Michael Casey, Andrew Furuseth and O. A. Tveitmo.

C. M. Elliott, Harris Weinstein, John Kelly and Walter MacArthur were authorized to draw up a constitution and bylaws to be presented to the board at its next session, which will be held at the call of the chairman.

The conciliation board is now utilized in London to prevent strikes and lockouts. It was first proposed in San Francisco by Harris Weinstein and was taken up by the Commonwealth club and the labor council.

**DRESSED TO KILL**—Joseph Fox, a barber, was the dandiest figure that ever stood up in the dock in Police Judge Shortall's court. He was charged yesterday with defrauding Joseph Hoffman's restaurant, 9 Taylor street, out of \$1,40, and Mrs. Alice Taylor, 74 Turk street, his landlady, out of \$25.

San Francisco  
"OVERLAND LIMITED"  
**SOUTHERN PACIFIC — UNION PACIFIC**  
Choice of the Discriminating  
TICKET OFFICES:  
Flood Building—42 Powell Street  
Market St. Ferry Depot  
Third and Townsend Sts. Depot  
Broadway and 13th St., Oakland  
READ  
"THE PHILIPPINES AS I SAW THEM," by General JAMES F. SMITH, Ex-Governor of the Philippines,  
AND  
"CALIFORNIA'S BLACK GOLD," the Romance of the Oil Wells, by WALTER V. WOEHLKE, in  
**SUNSET MAGAZINE**  
For August, Now on Sale at All News Stands, 15 Cents

**HOUR OF MUSIC**  
Will Be Held in Our Recital Hall Tomorrow (Saturday) Afternoon at 3 o'clock  
SOLOIST  
**MISS ELIZABETH PRICE**  
CONTRALTO  
The Public Cordially Invited  
**Sherman May & Co.**  
Keary and Sutter Streets  
Take Elevator to Eighth Floor

**LAW AND LIBRARY BOOKBINDING**  
**THE HICKS-JUDD CO.**  
51-65 FIRST STREET, S. F.

**As one grows old the bowels grow less active. Some then take harsh cathartics, and their bowels harden. Then they multiply the dose. Some take candy Cascarets. They act in natural ways, and one tablet a day is sufficient.**  
Vest-pocket box, 10 cents—at drug-stores. People now use a million boxes monthly. 661

**W. T. HESS, Notary Public**  
ROOM 1112, CALL BUILDING  
At residence, 1460 Page street, between 7 p. m. and 8 p. m. Residence telephone Park 2797.  
**Want to Loan Money? USE CALL WANT ADS**

**The Call's Branch Offices**  
Subscriptions and advertisements will be received in San Francisco at the following offices:  
1651 FILLMORE STREET  
Open until 10 o'clock every night  
16TH AND MISSION STS.  
Miller's Stationery Store  
1108 VALENCIA STREET  
Blake's Bazaar  
818 VAN NESS AVENUE  
Faber's Stationery Store  
2200 FILLMORE STREET  
Tremayne's Branch  
652 HAIGHT STREET  
Christian's Branch  
SIXTEENTH AND MARKET STS.  
Jackson's Branch  
974 VALENCIA STREET  
Halliday's Stationery Store  
NINETEENTH ST. N. R. CASTRO  
Mass' Bazaar. Tel. Mission 2253  
**WEEKLY CALL, \$1 PER YEAR**

# Best Pictures Within the Reach of All

In order to bring the best art of the world within the reach of all its readers, THE SAN FRANCISCO CALL has arranged to offer to them a series of pictures such as no publication has heretofore been able to put out. The world's best pictures are the property of men or women of wealth and governments and municipalities. The possession of a masterpiece is to the man or family of moderate means an impossibility. The knowledge and appreciation of such works is, however, the birth-right and the privilege of all intelligent people. This is so because art has been made the protegee of governments of states and cities. To have this same art in the home is the privilege that has always been denied the many. Here and there but a few copies of famous works have been made and sold by struggling and starving artists. Once in a great while one of these pictures finds its way into printed form, but printing processes have been woefully inadequate to proper reproduction until recent years.

The steel and copper engravings had their day, but they were not great successes. They depended upon the fallible human eye and the more fallible human hand and the reproduction too often failed to follow the original. No process of the century, in the minds of the artists, so well reproduces the painting, without the painting's coloring, as the photogravure. For years this process, cultivated abroad, has held its own, but its very perfection has been the best reason for the maintenance of a price standard under which the possession of a first class photogravure reproduction was almost prohibited to the art lover of moderate means. The evolution of mechanical processes, backed by the force of newspaper enterprise, has brought the photogravure within the reach of all who appreciate art. THE CALL has singly and alone undertaken to bring photogravure reproduction to its readers at a price that will surprise the artistic world. This newspaper controls the right to place these works of art before the newspaper readers of California.



This is the most realistic painting of human terror in impending danger that has been made in the last century. The master has been almost crude in his devotion to realistic incident and powerful expression, but through all his work he has borne in mind that his mission was "to hold the mirror up to nature"—to show what he saw as he saw it. Just these qualities made the picture a masterpiece, and made a reputation as a master of a comparatively unknown painter.

These Coupons Will Be Redeemed at the Office of  
**THE CALL**  
Market and Third Sts., San Francisco  
Also at branch offices—1651 Fillmore St., San Francisco, and 468 Eleventh St. (Bacon Block), Oakland.  
A coupon and 10 cents presented at either office will secure a picture.  
If picture is to be mailed, price will be 16 cents (6 cents must be added to cover expense of mailing).  
SEE COUPON ON PAGE 3 OF THIS PAPER.

## The Art Store Price Would Be \$2.50

**The Pictures Are 22x28 Inches in Size**  
the largest photogravure reproductions ever printed in America, and pictures of this kind and of this size can be secured from no other source in this country. The plates from which the pictures are printed average 17 by 22 inches, thus allowing for ample border for artistic mounting and framing.  
These pictures can be procured singly or in sets. In requesting pictures sent through the mail make sure that your name and address read plainly so as to avoid mistakes.

## In the Hands of the Enemy



This great picture, representing the interior of a Pennsylvania farmhouse after the battle of Gettysburg, shows the spirit of American brotherhood. The farmer is loyal, as are all the characters save the wounded guest. The picture was painted in 1889, and is now in the Stoeckel private gallery.

## Christ Before Pilate



This painting, the most marvelous picture of Christian history, was made by Michael Munkacsy, a Hungarian by birth, a painter who received his first tuition in the homely school of furniture finishing and became one of the greatest masters of our time. The picture was finished in 1881.

# Famous Paintings Reproduced for Call Readers